

ABSTRACT

This background of this research is the increasing number of matic motorcycle in market with their own unique features and characteristic. This phenomeon is related to incresing demand of society of practical vehicle that can cater society's needs of high mobility. Yamaha Mio is one of motorcycle brand produced by Yamaha that strives to fulfill that needs by creating a matic that focused on reliability and advanced technology. This research aims to analyze the effect of brand equity (X1), product quality (X2), and price perception (X3) upon purchasing decision (Y) of Yamaha Mio matic motorcycle in Semarang.

Population used in this research is konsumen who buy and use Yamaha Mio in kota Semarang. Total sample used is 100 respondents. Sampling tehcnique used on this research is purposive sampling. Data used is primary data and is gathered using questionnaire. Analysis used in this research is multiple regression.

From the analysis result, it is concluded that indicators and variables in this research are valid. The most dominant factor influencing buyer's purchase decision is brand equity, which then followed by product quality and price perception. Determinant coefficient shown in adjusted R square 0,606 means purchasing decision can be explained by three independent variables in this research, which are brand equity, product quality and price perception, as much as 60,6% and the rest 39,4% can be explained by other variable that is not included in this research.

Keyword : Brand Equity, Product Quality, Price Perception, Purchasing Decision.